

## Claims:

1. A method for facilitating an online transaction comprising:
  - associating, by a web site, a user ID with a user;
  - presenting to the user a page, said page including at least one item to be purchased and an icon for invoking a purchase service;
  - clicking on said icon by the user, thereby invoking said purchase service for said item to be purchased;
  - creating a Transaction ID corresponding to said items to be purchased;
  - associating, by said purchase service:
    - customer information corresponding to said User ID;
    - purchase information corresponding to said Transaction ID;
  - and
  - completing said online transaction for said items to be purchased.
2. The method of claim 1, wherein said page comprises mini homepage corresponding to said user.
3. The method of claim 2, wherein said mini homepage includes customer information corresponding to said user.

4. The method of claim 3, where said customer information comprises credit card information corresponding to said user.

5. The method of claim 4, wherein said online transaction is completed using said credit card information.

6. The method of claim 5, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.

7. The method of claim 3, wherein said information may be updated by said user.

8. The method of claim 7, wherein said update may only be performed receiving a proper password from said user.

9. The method of claim 3, wherein said mini homepage includes content predefined by said user.

10. The method of claim 3, wherein said information includes an email address corresponding to said user.

11. The method of claim 10, wherein said web site utilizes said email address to identify said user.

12. The method of claim 11, wherein said password is supplied to said email address at the request of said user.

13. An apparatus for facilitating an online transaction comprising:  
a web site configured for:

associating a user ID with a user;

presenting to the user a page including at least one item to be purchased and an icon for invoking a purchase service;

receive a click on said icon by the user

invoking said purchase service for said item to be purchased responsive to said click;

creating a Transaction ID corresponding to said items to be purchased;

associating customer information corresponding to said User ID and purchase information corresponding to said Transaction ID; and

completing said online transaction for said items to be purchased.

14. The apparatus of claim 13, wherein said page comprises mini homepage corresponding to said user.

15. The apparatus of claim 14, wherein said mini homepage includes customer information corresponding to said user.

16. The apparatus of claim 15, where said customer information comprises credit card information corresponding to said user.

17. The apparatus of claim 16, wherein said online transaction is completed using said credit card information.

18. The apparatus of claim 17, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.

19. The apparatus of claim 15, wherein said information may be updated by said user.

20. The apparatus of claim 19, wherein said update may only be performed receiving a proper password from said user.

21. The apparatus of claim 15, wherein said mini homepage includes content predefined by said user.

22. The apparatus of claim 21, wherein said information includes an email address corresponding to said user.

23. The apparatus of claim 22, wherein said web site utilizes said email address to identify said user.

24. The apparatus of claim 23, wherein said password is supplied to said email address at the request of said user.

25. An apparatus for facilitating an online transaction comprising:

- web site means for providing network connectivity between said web site means and a user;
- means for associating a user ID with the user;
- means for presenting to the user a page including at least one item to be purchased and an icon for invoking a purchase service;
- means for detecting a click on said icon by the user;
- means for invoking said purchase service for said item to be purchased responsive to said click;

means for creating a Transaction ID corresponding to said items to be purchased;

means for associating customer information corresponding to said User ID and purchase information corresponding to said Transaction ID; and

means for completing said online transaction for said items to be purchased.